



UNCLASSIFIED JOB ANNOUNCEMENT

Posted – June 6, 2014

Communications Specialist

RECRUITMENT OPEN TO:

This is an open competitive recruitment, open to all qualified applicants.

AGENCY RESPONSIBILITIES:

The Nevada Commission on Tourism (NCOT) generates revenue for the state of Nevada by increasing domestic and international tourism. NCOT is the only agency that markets and promotes the entire state of Nevada as a visitor destination and has done so for 30 years.

Working within the integrated marketing team, this key position is responsible for developing and executing the creative look and feel of the brand as it relates to print, digital and broadcast advertising and content delivery.

APPROXIMATE ANNUAL SALARY:

Up to \$55,894 plus benefits * (*Salary range reflects retirement (PERS) contributions by both the employee and employer. An employer paid contribution plan is also available with a reduced gross salary.*)

*Please note: Furlough Leave is mandatory for Nevada State employees and will result in a reduction of income of approximately 2.3% (or 4 hours per month) starting July 1, 2011 through June 30, 2013. The salary listed above does not reflect the reduction from the required furlough.

BENEFITS:

The State benefits package includes a retirement system, paid health, vision, dental, life and disability insurance; 11 paid holidays, and paid sick and annual leave. Other employee paid benefits such as deferred compensation plans are available.

POSITION DESCRIPTION:

This position reports to the Director of Public Relations for the Nevada Commission on Tourism. This position is responsible for all social media initiatives and supports media relations and marketing. Develops and implements the strategic social marketing, and handles the day-to-day social media posts. Creates interactive and engaging conversations on Facebook, Twitter, Google +, Pinterest, Instagram, and others as needed. Contributes to the TravelNevada.com blog and manages all social media contests. Writes marketing e-blasts.

Assists with events and press tours as needed. This includes planning and staffing media events and attending industry events on behalf of NCOT. Plans and staffs press tours of the state.

Supports industry-relations efforts, including outreach to key constituents. Writes and creates industry-related e-blasts, and assists director with public affairs and crisis communications.

This position also assists with the production of the annual visitors guide, including content creation, design and layout, hotel and attractions listings, and the print and production schedule.

TO QUALIFY:

Bachelor's degree in communications, journalism, marketing or a related field; and/or three years of experience in social media content development and execution and/or media relations. Strong expertise in Facebook preferred. Previous experience working with journalists preferred. Must be able to demonstrate knowledge of and passion for Nevada. Some travel and occasional participation in after-hours or weekend events may be required.

This position requires up to 50% travel. A valid driver's license or evidence of equivalent mobility is required at the time of appointment and as a condition of continued employment.

POSITION LOCATION:

Carson City, Nevada

LETTERS OF INTEREST AND RESUMES WILL BE ACCEPTED UNTIL THE POSITION IS FILLED

(All letters of interest and resumes will be accepted on a first come, first served basis. Hiring may occur at any time during the recruitment process.)

SUBMIT LETTERS OF INTEREST/ RESUMES/DIRECT INQUIRIES TO:

Department of Administration

Agency HR Services

Attn: Hope DiBartolomeo

555 E. Washington Avenue, Suite 1400

Las Vegas, NV 89101

702.486.5413

or email to: dibart@admin.nv.gov

In subject line please reference: **Communications Specialist**

The State of Nevada is an Equal Opportunity Employer.